employed and unemployed, men and women of all ranks/ The response from clergymen was reported to have been 'astonishing', and a poignant account was given of an unemployed man who 'provided the most moving incident in a thrilling day' by laying a pound note down on the desk at Crusade Headquarters and saying it was his contribution Tor the sake of his fellow unemployed.' 'It is almost/ Lord Beaverbrook said to a meeting in the Paddington Baths, 'as if we were sent from heaven.'

In a by-election at South Paddington an Empire Crusade candidate, Vice-Admiral Taylor, was run against the official Conservative candidate, and after a noisy campaign, triumphantly returned. In Whitechapel, the nominee of Lord Beaverbrook and Lord Rothermere, Brigadier-General Critchlcy, a pioneer promoter of dog-racing, was unsuccessful; and in the St. George Division of Westminster, Mr. Duff Cooper was faced with the incursion of Sir Ernest Fetter.

'A Vote for Duff Cooper is a Vote for Gandhi/ the *Daily Mail* informed its readers; and the constituency was decorated with streamers announcing: 'Gandhi is Watching St. George's.' St. George's, however, obstinately refused to watch the *Daily Mail,* and Mr. Duff Cooper was returned. This preoccupation with India on the part of Sir Ernest Fetter's more active backer, cooled whatever enthusiasm Lord Beaverbrook had for the contest. With all his imperial ardour, the Crusader-in-chief has never much interested himself in India, or given a more than tepid endorsement to Lord Rothermere's strong views on the subject.

Nor did he follow suit when, for a short time, Lord Rothermere came out as a strong supporter of Sir Oswald Mosley and his British Union of Fascists. The two Press Lords, in fact, collaborated only with difficulty. At one point during the South Paddington contest, they each had a candidate in the field, Lord Rothermere having also founded a party for the occasion—the United Empire Party.

Despite this rivalry between United Empire and the Empire Crusade, the relations between their two founders and benefactors continued to be friendly. Lord Rothermere publicly